



north lake tahoe

Chamber | CVB | Resort Association

Agenda and Meeting Notice
THE NORTH LAKE TAHOE RESORT ASSOCIATION BOARD OF DIRECTORS
Wednesday May 2, 2012 – 8:30 am – 11 a.m.
Tahoe City Public Utility District

NLTRA Mission

“To promote tourism and benefit business through efforts that enhance the economic, environmental, recreational and cultural climate of the area.”

Meeting Ground Rules

Be Prepared, Engage in Active Listening, Be Respectful of Others, No Surprises, It is OK to Disagree, Acknowledge Comments, but Do Not Repeat Comments

ITEMS MAY NOT BE HEARD IN THE ORDER THEY ARE LISTED

A. CALL TO ORDER - ESTABLISH QUORUM – Chair

B. AGENDA AMENDMENTS AND APPROVAL (*Motion*)

1. Agenda Additions and/or Deletions
2. Approval of Agenda

C. PUBLIC FORUM

Any person wishing to address the Board of Directors on items of interest to the Resort Association not listed on the agenda may do so at this time. It is requested that comments be limited to three minutes, since no action may be taken by the Board on items addressed under Public Forum.

D. REPORTS & ACTION ITEMS

Marketing

3. Mountain Travel Symposium Recap – Andy Chapman
(10 minutes)

Membership

4. Membership Retention and Sales Plan – Deanna Frument, Sandy Evans Hall
5. Membership Activities and Events – Deanna Frument

Transportation/Infrastructure

6. North Tahoe Water Shuttle Project Update – Ron Treabess/Wally Auerbach (15 minutes)
7. Tahoe City Visioning Process – Ron Treabess/Wally Auerbach
MOTION (15 minutes)

**2012
Board Members**

Wally Auerbach
Auerbach Engineering

Eric Brandt
Tahoe TV

Phil GilanFarr
(Vice-Chair)
CB's Pizza & Grill

Allen Highfield
(Treasurer)
The Ritz-Carlton

Kali Kopley
(Secretary)
Uncorked/Petra/Soupa

Alex Mourelatos
Mourelatos Lakeshore
Resort

Valli Murnane
Tahoe XCountry

Ron Parson (Chair)
Granlibakken

Bill Rock
Northstar

Andy Wirth
Squaw Valley/Alpine
Meadows

Ron McIntyre
RMC Consulting
(Ex-Officio)

Jennifer Merchant
Placer County

Julie Regan
TRPA
(Ex-officio)

8. TOT Renewal Update – Ron Treabess/Sandy Evans Hall (*10 minutes*)
9. Edgewater Presentation – Tracy Owen Chapman (*10 minutes*)

E. DIRECTORS' COMMENTS

F. CONSENT CALENDAR – MOTIONS (*5 min*)

All items listed under the consent calendar-motions are considered to be routine and/or have been or will be reviewed by committee, and will be approved by one motion. There will be no separate discussion of these items unless a Board member or staff person requests a specific item be removed from the consent calendar for separate consideration. Any item removed will be considered after the motion and vote to approve the remainder of consent calendar-motions.

10. Board Meeting Minutes – April 4, 2012

All committee meeting briefs are provided for informational purposes only. Minutes are available at www.nltra.org

11. Joint Infrastructure/Transportation Committee – April 23, 2012
12. Marketing Committee – No Meeting in April
13. Membership Advisory Committee – April 11, 2012
14. Lodging Committee – No Meeting in April
15. Conference Sales Directors Committee – April 12, 2012
16. Finance Committee – No Meeting in April

The following reports are provided on a monthly basis by staff and can be pulled for discussion by any board member

17. Conference Sales Reports
18. Infrastructure/Transportation Activity Report – March, April
19. Membership Business Plan Progress Report – March, April

G. MEETING REVIEW AND STAFF DIRECTION

H. CLOSED SESSION (If necessary)

I. RECONVENE TO OPEN SESSION

J. ADJOURNMENT

This meeting site is wheelchair accessible.

Posted and e-mailed, 2012